

2018 Organizational Culture



HICKORY

North Carolina

Life. Well Crafted.

For the City of Hickory to grow and prosper, the following needs to be in place:

- Job Growth
- Tax Base Growth
- Population Growth

[Video](#)



Life. Well Crafted.

Hickory – Leading the way to a high quality of life with unlimited possibilities

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BE!

Customer Focused
Innovative
Team Player
Your Best

HICKORY
North Carolina
Life. Well Crafted.



Life. Well Crafted.

Customer Focus

- Impact
- Service
- Flexibility
- Attention to detail
- Image
- Interactions
- First Impressions
- Internal and External
- Communication
- Accountability
- Pride in the work
- Professionalism
- Ethics
- Diversity



Impact



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Service

- High standards for customer service
- Motivation to serve customers

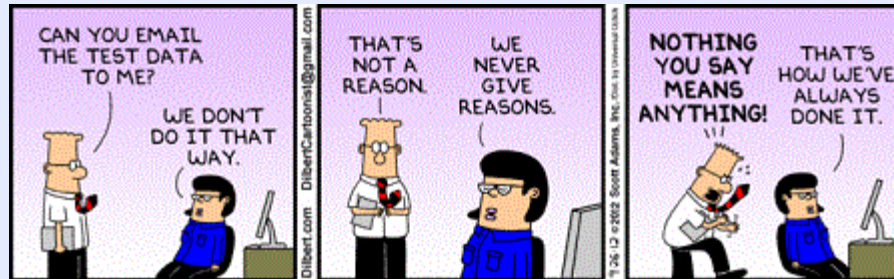


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Flexibility

- Adapt to new situations
- Flexible mindset

[Video](#)



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Attention to Detail

“The difference between something good and something great is attention to detail”

Charles R. Swindoll



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Image

- First impressions are critical
- Look the part
- Act the part



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Interactions

- Understanding the feelings of others
- Cooperating with others
- Great attitude
- Showing respect
- Active listening



First Impression

- Knowledge
- Professionalism
- Friendliness
- Helpfulness
- Courtesy
- Credibility
- Confidence
- Responsiveness
- Understanding

[Video](#)



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Internal and External

- All customers are important
- We are all on one team



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Communication

- Ask
- Tell
- Discuss
- Question



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Accountability



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Pride in the Work

BE! Proud



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Professionalism

- Exhibit Confidence
- Seek Training



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Ethics

- Integrity
- Honesty
- Do the right thing

[Video](#)



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Teamwork

- Collaboration
- Inter-Departmental
- Partnerships
- Recognition



[Video](#)



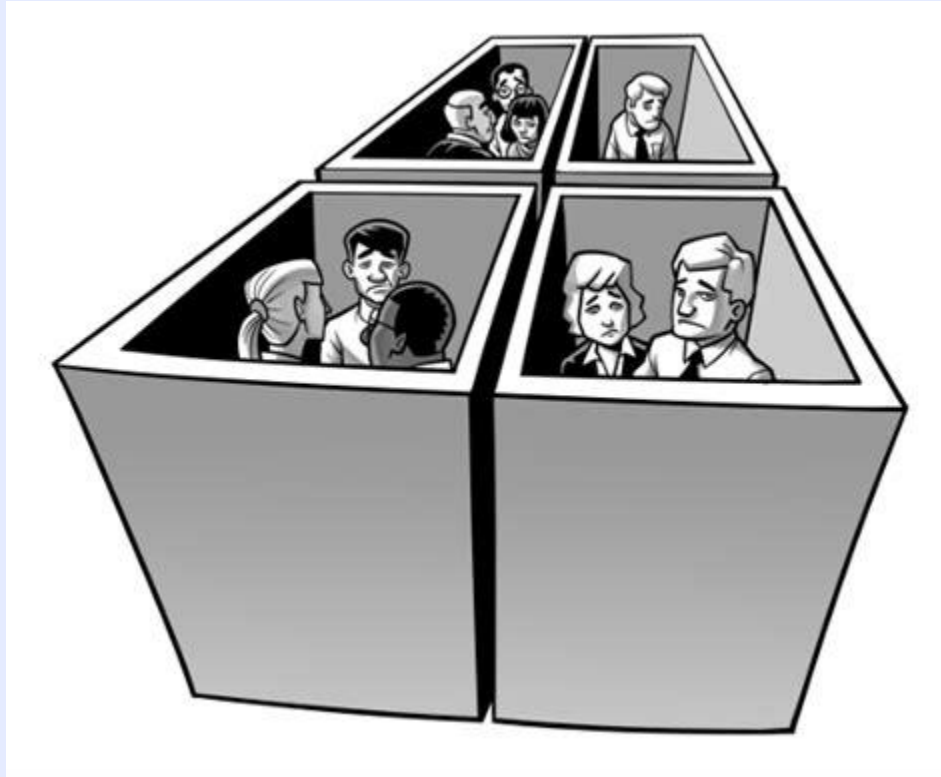
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Collaboration



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Inter-Departmental



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Partnerships

- EDC
- Chamber of Commerce
- Council of Governments
- Other Cities



Recognition



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Innovation

- Continuous Improvement
- Risk-taking
- Employee discretion
- Efficiency/effectiveness
- Measurement



Continuous Improvement

Are You Too Busy to Improve?



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Risk-Taking



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Employee Discretion

- Empower
- Enhance
- Enable
- Engage



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Efficiency/Effectiveness



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Measurement

- Cost
- Time
- Customer feedback



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